



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Cross Roads Media
66 Canal Center Plaza,
Suite 555
Alexandria, VA 22314

Contract # 195741

Schedule Dates

09/14/12-09/23/12

Advertiser

Crossroads GPS (14764)

Agency/T-Code

Cross Roads Media (1246)/ELECTRONIC

Product

Political-Political (1088)

Brand

984-GPS 9/14-9/23 (71604)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

MARONEY,STEPHANIE

Phone/Fax

(703) 299-1760 /

CPE

984-GPS 9/14-9/23

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

984-GPS 9/14-9/23

Date Entered 09/12/12

Last Modified 09/12/12

Entered By Barbara Monares

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$36,825.00

Net Total \$208,675.00

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots Rate

Sep. 2012 130 \$245,500.00

Grand Total: 130 \$245,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A	1					1			1	\$550.00	\$550.00	WJLA Arlington (WJLA)		9/12/12
2.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A	1	1	1	1	1	1			5	\$550.00	\$2,750.00	WJLA Arlington (WJLA)		9/12/12
3.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1					1			1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/12/12
4.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1	1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		9/12/12
5.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA	1					2			2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/12/12
6.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA	2	2	2	2	2	2			10	\$1,600.00	\$16,000.00	WJLA Arlington (WJLA)		9/12/12
7.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A	1					1			1	\$200.00	\$200.00	WJLA Arlington (WJLA)		9/12/12

CONFIRMATION CONTRACT

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Phone/Fax (703) 299-1760 /
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8.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A	1	1	1	1	1	1			5	\$200.00	\$1,000.00	WJLA Arlington (WJLA)		9/12/12
9.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/12/12
10.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	9A- LIVE!							1		1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/12/12
11.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	9A- LIVE!	1	1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		9/12/12
12.0	Normal Line / SPOT	09/16/12-09/16/12	2	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/12/12
13.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	10A- RACHAEL RAY							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/12/12
14.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	10A- RACHAEL RAY	1	1	1	1	1	1			5	\$800.00	\$4,000.00	WJLA Arlington (WJLA)		9/12/12
15.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	10:58A- ABC-THE VIEW							1		1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/12/12
16.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	10:58A- ABC-THE VIEW	1	1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		9/12/12
17.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	11:59A- NEWS-ABC 7 NEWS @ NOON							1		1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/12/12
18.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1	1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		9/12/12

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Account Types Local/Political Issue Agency
Billing Type Standard
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19.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)						1			1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/12/12
20.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		9/12/12
21.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	3:01P- ANDERSON COOPER SHOW						1			1	\$1,300.00	\$1,300.00	WJLA Arlington (WJLA)		9/12/12
22.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	3:01P- ANDERSON COOPER SHOW		1	1	1	1	1			5	\$1,300.00	\$6,500.00	WJLA Arlington (WJLA)		9/12/12
23.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P						1			1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
24.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			5	\$1,600.00	\$8,000.00	WJLA Arlington (WJLA)		9/12/12
25.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P						1			1	\$1,900.00	\$1,900.00	WJLA Arlington (WJLA)		9/12/12
26.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$1,900.00	\$9,500.00	WJLA Arlington (WJLA)		9/12/12
27.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	6:27P- 6:30P (EST)						1			1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)	WORLD NEWS AD.	9/12/12
28.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	6:27P- 6:30P (EST)		1	1	1	1	1			5	\$4,000.00	\$20,000.00	WJLA Arlington (WJLA)	WORLD NEWS AD.	9/12/12

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CPE 984-GPS 9/14-9/23
Account Types Local/Political Issue Agency
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29.0	Normal Line / SPOT	09/16/12-09/23/12	2	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/12/12
30.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	6:58P- WHEEL OF FORTUNE						1			1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/12/12
31.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	6:58P- WHEEL OF FORTUNE		1	1	1	1	1			5	\$4,000.00	\$20,000.00	WJLA Arlington (WJLA)		9/12/12
32.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	7:27P- JEOPARDY						1			1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/12/12
33.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	7:27P- JEOPARDY		1	1	1	1	1			4	\$5,000.00	\$20,000.00	WJLA Arlington (WJLA)		9/12/12
34.0	Normal Line / SPOT	09/20/12-09/20/12	2	:30	7:27P- JEOPARDY					1				1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/12/12
35.0	Normal Line / SPOT	09/15/12-09/15/12	2	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/12/12
36.0	Normal Line / SPOT	09/22/12-09/22/12	2	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/12/12
37.0	Normal Line / SPOT	09/15/12-09/22/12	2	:30	7:29P- JEOPARDY WEEKEND							1		2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/12/12
38.0	Normal Line / SPOT	09/17/12-09/17/12	2	:30	7:57P- ABC-CMA MUSIC FESTIVAL		1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/12/12
39.0	Normal Line / SPOT	09/18/12-09/18/12	2	:30	9P- ABC-20/20			1						1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/12/12

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40.0	Normal Line / SPOT	09/14/12-09/21/12	2	:30	10P-ABC--20/20						1			2	\$6,000.00	\$12,000.00	WJLA Arlington (WJLA)		9/12/12
41.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	20938-NEWS-ABC 7 NEWS @ 11P						1			1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		9/12/12
42.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	20938-NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1			5	\$2,800.00	\$14,000.00	WJLA Arlington (WJLA)		9/12/12
43.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	49886-ABC-ABC NIGHTLINE						1			1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
44.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	49886-ABC-ABC NIGHTLINE		1	1	1	1	1			5	\$1,600.00	\$8,000.00	WJLA Arlington (WJLA)		9/12/12
45.0	Normal Line / SPOT	09/15/12-09/15/12	2	:30	11:30P-NEWS-ABC 7 NEWS @ 11P							1		1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
46.0	Normal Line / SPOT	09/22/12-09/22/12	2	:30	11:30P-NEWS-ABC 7 NEWS @ 11P							1		1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
47.0	Normal Line / SPOT	09/16/12-09/16/12	2	:30	11P-NEWS-ABC 7 NEWS @ 11P								1	1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
48.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	11:02P-NEWS-ABC 7 NEWS @ 11P								1	1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
49.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	12:02A-ABC-JIMMY KIMMEL							1		1	\$600.00	\$600.00	WJLA Arlington (WJLA)		9/12/12

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984-GPS 9/14-9/23

09/12/12

09/12/12

Barbara Monares

No

CO-OP

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50.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	12:02A- ABC-JIMMY KIMMEL	1	1	1	1	1	1			5	\$600.00	\$3,000.00	WJLA Arlington (WJLA)		9/12/12
CONFIRMATION CONTRACT																			
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